



Australian Bureau of Statistics

2001 Census underway, Jul 2001

MEDIA RELEASE

July 25, 2001

Embargoed: 11:30 AM (AEST)

C27/2001

2001 Census underway

The 2001 Census of Population and Housing officially commenced today with The Hon Joe Hockey, Minister for Financial Services and Regulation, unveiling the public awareness advertising campaign at a launch event in Darwin this morning.

The Minister announced that some 30,000 census collectors will start distributing census forms to every household in the country in readiness for the big count on Tuesday 7 August.

The campaign for Australia's 14th national census focuses on the benefits of the census for Australia and has the theme "...in planning a better future we're counting on you".

Mr Dennis Trewin, the Australian Statistician, then delivered the first census forms to officially start the census in one of the country's most isolated communities - the employees of the Paspaley Pearl Farm at Port Bremer (one hour by seaplane north east of Darwin). This was the first delivery in an operation that will see the distribution of more than 9 million census forms by 7 August.

The delivery to Paspaley Pearl Farm served to highlight the scope of the 2001 census. The Australian Bureau of Statistics (ABS) will be counting every person in Australia on census night (with the exception of foreign diplomats and their families), from isolated communities in the Top End to remote townships along the southern coastline of Tasmania.

To mark the Centenary of Federation, Australians will be given the option in the 2001 Census for their names, addresses and census information to be kept in a 'time capsule' for 99 years. The time capsule will be in the form of microfilm and will be stored under conditions of high security by the National Archives of Australia.

The series of television, radio and press advertisements launched today will ensure that everyone has access to the facts about the Census, including its role in underpinning our democracy and as a foundation for planning the future of Australia.

For the Media - ABS will make available early afternoon Wednesday:

- Footage from the launch event and the Paspaley Pearl Farm through Seven's gateway
- Stills from the launch event and the Paspaley Pearl Farm through AAP Image:
www.aapimage.aap.com.au

- Betacam showreel of TVCs
- Print and radio ads will be made available through the census public information website: www.abs.gov.au/census/media
- File footage and high res images of census forms, delivery and completion available on request.
- State and territory photo opportunities are planned from tomorrow.

FURTHER INFORMATION

Visit www.abs.gov.au/census/media for more information and media resources.

This page last updated 16 October 2009

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